



ENERGY STAR® Certified Homes: Overview of Marketing Tools



Building and labeling ENERGY STAR certified homes is only the first step to being a successful ENERGY STAR builder partner. To extend the value of your partnership, educate prospective homebuyers about the features and benefits with this variety of no cost resources.

ENERGY STAR Marks

Use the ENERGY STAR marks in advertising, on your website, on signage, and in promotional materials to associate your homes with the nationally recognized and trusted ENERGY STAR program.

To ensure you are using the marks correctly, obtain a copy of ENERGY STAR's Brand Book and the Quick Reference Guide for New Homes Partners. Visit www.energystar.gov/logos.



Consumer Brochure

Hand out this multi-page, full-color brochure to prospective homebuyers. This brochure focuses on four key benefits of owning an ENERGY STAR certified home: peace of mind, enduring quality, wall-to-wall comfort, and proven value. You can order brochures for free at

<http://www.energystar.gov/publications>.



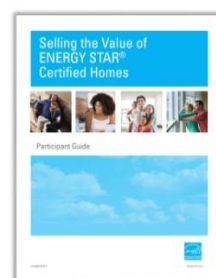
Consumer Video

Show prospective homebuyers the better quality, comfort, and durability built into an ENERGY STAR certified home by displaying the ENERGY STAR Consumer Video on your website or in a model home. This video uses real homeowner testimonials and visual examples to explain how ENERGY STAR certified homes are built to a higher standard than typical new homes. Six-minute and 90-second formats are available, and you can also add your company logo to either version. Visit www.energystar.gov/mesa* and click the "Certified Homes Consumer Video" link to download the video and instructions.



Sales Training Kit

The ENERGY STAR Sales Training Kit will help sales agents describe the features and benefits of ENERGY STAR certified homes in a way that aligns with the customers' own values. The training consists of two hour long modules that can be completed all at once or in two sessions and can be presented by a sales manager during a weekly sales meeting. Although the focus of the training is on selling ENERGY STAR certified homes, the core concepts can be applied to the sale of any home. You can access the training for free through your My ENERGY STAR Account at www.energystar.gov/mesa.



Co-Brandable Materials

Co-brand with ENERGY STAR to promote your commitment. Co-brandable materials include:

- Trifold Consumer Brochure – With this version of the Consumer Brochure, you can insert your company logo, name, and additional company information.
- Roll-Up Banners – Add your company logo to stand-alone banners that promote ENERGY STAR certified homes.
- Consumer Video – Full-length and 90-second versions of the existing Consumer Video can be co-branded by adding your company logo at the end of the video.

Visit www.energystar.gov/mesa to download these materials, then follow the instructions provided for co-branding.



Fact Sheets

Five consumer focused fact sheets compliment the Consumer Brochure by providing more details about an ENERGY STAR certified home's features and benefits. Available fact sheets include:

- Thermal Enclosure System;
- Heating and Cooling System;
- Water Management System;
- Efficient Lighting & Appliances; and
- Independent Inspections & Testing.

You can download PDF copies of these fact sheets at www.energystar.gov/newhomefactsheets.



Awards and Recognition

Get recognized for your achievements as an ENERGY STAR builder partner. EPA honors partners' efforts in the following ways:

- ENERGY STAR Certified Homes Market Leader Award: Build at least 50 homes to ENERGY STAR standards in a given year to earn this award.
- Partner of the Year Awards – Builders who construct 100% of their new homes to ENERGY STAR standards and complete at least 25 homes a year are invited to apply for Partner of the Year recognition. These awards are presented at the annual ENERGY STAR Awards banquet and reception in Washington, D.C.



On the Web

All active partners are listed on ENERGY STAR's website, where homebuyers can find the most energy-efficient homebuilders in their area.

Acquire even more visibility on the Partner Locator by obtaining a link to your own company website and committing to build 100% of your homes to meet ENERGY STAR guidelines. To learn more about each of these opportunities, visit www.energystar.gov/weblinking for weblinking guidelines and www.energystar.gov/mesa to make the 100% commitment. You can also select from a variety of ENERGY STAR web buttons and banners that can be uploaded to your Web site and that allow you to easily link to www.energystar.gov.



*The "My ENERGY STAR Account" (MESA) site is password protected. If you don't know your username and password, please email energystarhomes@energystar.gov.